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BACK THE U.S.D.A. 8-POINT DAIRY PROGRAM



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GROW PLENTY OF HIGH QUALITY ROUGHAGE

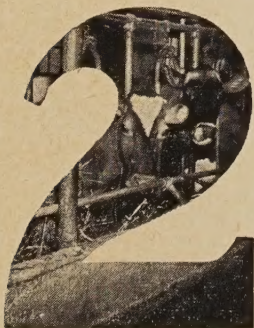
A cow can't keep her health without plenty of good pasturage, hay, or silage. The better it tastes and the better the nutritive quality, the more she'll eat. And the more she eats, the more milk she'll make.

The quality of the roughage depends on the kind of crop and the way it's harvested and cured. For example, legumes contain more protein than nonlegumes. Early-cut hay contains more protein than mature hay, and cows like it better than mature hay. Crops cured and stored to keep their green color are richer in carotene, or vitamin A value, and good grass silage is better than weather-damaged hay.

An electrically powered hay drier, built and installed in your barn, helps to preserve more of the green leaves, which are rich in proteins as well as vitamins. By making the hay more palatable to cattle, the drier produces an efficient low-cost feeding ration requiring less concentrates to maintain milk flow, gain, and health.

Construction and operation of the electrically-powered hay drier are comparatively simple. REA has a free leaflet on the subject which will be mailed on request.

The main thing is, the more good roughage a cow gets, the less grain she'll need — and grains are usually more expensive.



BALANCE YOUR HERD WITH YOUR FEED SUPPLY

That is a sound piece of advice. Keeping enough cows to eat up all the good roughage a farm produces will bring a maximum return from



KEEP PRODUCTION RECORDS ON EACH COW IN YOUR HERD

Keeping a milk production record for each cow is well worth the effort. Adequate electric light in the barn and the home, supplied by convenient and well-placed lights, will help you to keep books and

production records straight.

The facts you glean from an accurately-compiled milk-production record will enable you to feed each cow with the greatest efficiency and, at the same time, point out the skimpy producers that don't earn their feed. The less feed you waste on raising and supporting poor producers, the more profit you will show at the end of the year. Your records will also give you the information you need to plan the breeding of better cows.



PRACTICE DISEASE CONTROL METHODS

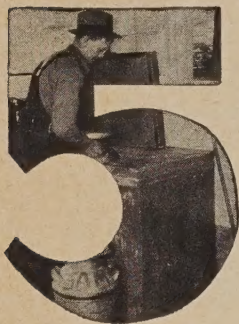
Healthy cows produce more and better milk. Preventive measures requires less time, labor, and expense than is usually required to remedy the results of insanitary conditions and of failure to

practice disease control.

Electric spray guns may be used for whitewashing the inside of barns, also to get rid of bothersome pests that make life miserable for your herd. An electric pump aids

barn sanitation because it supplies a constant stream of water under pressure to hose, gutters, and stanchions.

Electrically operated clippers and fly traps offer additional sanitation conveniences.



PRODUCE MILK AND CREAM OF THE HIGHEST QUALITY

The better the quality, the greater the public demand for milk and its products. The successful dairyman realizes the importance of high-quality milk for home use as well as for market. That's why he cools

his milk and keeps it cold. An electric milk cooler provides an efficient and convenient means of cooling milk. He may also use electric aerators, bottle washers, and equipment sterilizers to help him deliver a top quality product. The milk cooler, one of the most essential items of equipment in the modern dairy, affords speedy refrigeration in either the insulated tank type or the walk-in refrigerator. Energy consumption for wet storage averages about 1 kwh. for every 100 pounds of milk throughout the year.

The efficient dairyman insures a continued market by producing fine milk.



ADOPT LABOR SAVING METHODS

Next to the cost of feed, labor is the most expensive item in the cost of milk production. Two single-unit electric milking machines enable the dairy farmer to milk his cows in less than half

the time that hand milking takes. Or he can double his herd and still accomplish all the milking in the same length of time.

Running water on the dairy farm saves many hours of labor and aids production.

Electric dairy water heaters come in sizes of 5 gallons and larger. The smaller sizes will heat enough water to cleanse two double-unit milkers and other utensils.

Electric cream separators can be operated while the milking continues, thus making another warming unnecessary. More cream is removed than when the job is done by hand.

It is often possible to save time by rearrangement of working methods or facilities. Every time a useless step can be eliminated or a short cut found, it means a saving.



TAKE CARE OF YOUR LAND

Soil is the foundation of the dairyman's business. If you improve and protect your soil by using manure and commercial fertilizers, by rotating crops, growing legumes, watching drainage, and controlling

erosion, you will be benefiting yourself in many ways: (1) Your soil will continue to support your herd; (2) greater yields will add up to lower feed costs; (3) the better quality of feed will result in more and better milk.



DEVELOP A SOUND BREEDING PROGRAM

High-producing cows make more money than low producers. Increased returns will result from a steadily improved herd. The best way to build a good herd and to be certain of good replacements is

through a breeding program based on production records. Good proved sires are the best bet if they can be owned or their services obtained. Next best bet is the son of a good proved sire out of a good producing cow. In many localities the services of a good bull may be obtained through cooperative breeding associations.

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EFFICIENCY PAYS

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